



G3.32

CUSTOMER RELATIONS
/Sales & Service

DECISION SHEET

v2.1

Intention

Sales people should expect to face objections from customers in the sales process.

By anticipating the customer's objections, we can prepare counter-arguments and feel stronger in the sales situation.

Process

Start by writing down the objections you get or could imagine the customer to make within each category.

Continue by considering if the actual reason for the customer's objections is caused by something else.

Finish by formulating your counter-arguments to the customer's objections.

Next Step

- Figure out which objections would typically be used within different customer segments.
- Put the new arguments into sales letters and other sales material.
- Make a list of arguments to use in dialogue with customers.

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Sales Objections

Prepare responses to expected customer objections



CATEGORY	CUSTOMER OBJECTIONS (What is the customer saying)	THE ACTUAL OBJECTION OF THE CUSTOMER	YOUR COUNTER-ARGUMENT
	"No money"		
	"No need"		
	"Poor quality"		
	"Bad timing"		
	"Have other supplier"		
	"Superior says no"		
	Other reasons		

Date:

Name:

Company: